

# Lily Ciric Hoffmann

Silver Spring, MD • [lciric.hoffmann@gmail.com](mailto:lciric.hoffmann@gmail.com) • [linkedin.com/in/lciric](https://www.linkedin.com/in/lciric) • <https://lilyhoffmann.com>

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## Learning Experience Specialist

Learning strategist specializing in scalable certification programs, partner enablement strategy, and modular learning architecture for SaaS platforms. Expert in translating technical products into structured learning ecosystems that support onboarding, product adoption, and revenue growth.

Leverages AI-enhanced workflows and data-informed design principles to streamline content development, standardize quality, and accelerate time-to-launch. Recognized for leading cross-functional education initiatives that align learning strategy with business outcomes and platform expansion.

## WORK EXPERIENCE

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### CapeTalent

**Sr Instructional Designer: Supporting Intuit Mailchimp Academy** • Contractor • 10/2025 - Present

- Conducted a comprehensive audit of the Mailchimp Partner Certification program, evaluating content, structure, and adoption to identify gaps and opportunities for growth and scalability. Delivered strategic recommendations to evolve the program into a modular, role-based certification ecosystem aligned with partner and business needs.
- Designed and launched Mailchimp's SMS Marketing Certification, the first new certification in five years, directly supporting FY26 revenue targets and expanding SMS subscriber adoption.
- Integrated AI-powered content development tools to accelerate production, standardize assessments, and enhance instructional clarity, significantly reducing time-to-launch.
- Designed and launched a Partner Migration Hub using an AI-assisted application development tool, creating structured implementation guides and enablement resources to help partners successfully migrate clients to Mailchimp.

### inquirED

**Instructional Designer** • Contractor • 06/2024 - 10/2025

- Developed interactive modules in Evolve, creating cohesive, reusable, and engaging learning materials for InquirED's professional development hub.
- Conducted an InquirED Hub platform content audit and taxonomy redesign, improving discoverability, learner tracking, and scalability.

### SaaS Academy Advisors

**Customer Education Advisor** • Contractor • 02/2025 - 08/2025

- Developed the initial course and foundational framework for the Pleo Partner Academy, a fintech SaaS expense management platform, using modular content strategies to set the team up for scalable success.
- Created a course guide and documentation to support consistent content updates, team adoption, and future scaling, applying learner-centered design to optimize engagement and platform proficiency.

### Ghost Robot

**Curriculum Strategy, Consultant** • 04/2024 - 06/2024

- Designed a non-technical curriculum and content for a Google AI course for business leaders.
- Translated advanced AI concepts into clear, hands-on learning experiences tailored to busy business professionals.

### Contentful

**Learning Experience Designer** • 08/2021 - 09/2023

- Designed developer learning paths and structured certification programs supporting technical, non-technical, and partner audiences, reducing ramp time and improving product proficiency.

- Partnered with product, engineering, and professional services teams to create accessible, scalable learning materials.
- Authored top-rated asynchronous courses in Evolve and established standardized processes for content development.
- Developed systems and processes for the Learning Services team and built the team's content development handbook with Contentful.

## **Independent Contractor**

### **Instructional Designer & Workshop Facilitator** • 04/2015 – 08/2021

- Built ILT experiences in collaboration with coaches and subject-matter experts, including curriculum development, user research, pilot program design, and assessment creation.
- Delivered structured curricula to university, nonprofit, and international audiences.

### **Technical Trainer, MIL Corp** • 02/2020 – 07/2020

- Created training for the Office of Digital Strategy and Innovation, International Trade Administration (ITA) on accessibility and compliance best practices for their new platform.
- Designed and delivered internal technical training and 508 compliance and accessibility training for global audiences.

### **UX Design and Testing Trainer, Imparture** • 05/2016 – 12/2019

- Delivered live and virtual UX Design and Testing courses to professionals.
- Developed practical and results-oriented learning experiences that emphasized hands-on practices and real-world examples.

## EDUCATION

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### **MicroMaster in Instructional Design And Technology** • University Of Maryland Global Campus

### **B.A. In Journalism** • Arizona State University

### **A.A. In Web Authoring Multimedia** • Bellevue Community College

## CERTIFICATIONS

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### **Certified Intellum Admin** • 06/2025

Intellum

### **Figma Training Course** • 05/2023

SaaSDesign

### **Partner from the Start Toolkit (Action Mapping)** • 12/2022

action@work by Cathy Moore

### **Articulate Storyline Certificate** • 11/2022

Yukon Learning

### **Code Foundations Skill Path** • 10/2022

Codecademy

## SKILLS

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**Tools:** Intellum, Evolve, Articulate Storyline/Rise 360, Camtasia, Clueso, Descript, Adobe Creative Suite, Figma, Canva, Miro, Monday, Airtable, Asana, Contentful

**Content & Program Strategy:** Content architecture, Course frameworks, Scalable documentation, User Experience (UX) Design and Research, Project Management, Data Analysis, Cross-functional collaboration, AI-integrated learning design, Generative AI workflow optimization

**Curriculum & Instruction:** Modular content strategy, Certification programs, Assessment design, Training and development, Adaptive learning

**Technical Platforms:** Payment/finance platforms, APIs, Developer tools, LMS, Headless CMS